

Market Information Record Retention: Stuart Fuller, Director
Complied by Ana Rodriguez 5/9/97

PLEASE NOTE: ALL DOCUMENTS UNDER DISPOSAL SUSPENSION
ATTACHMENT A

Carlstadt Carton Number:
00224857

<u>Code Number</u>	<u>Year</u>	<u>Record Title</u>
I0060	1992	RDM
		Raleigh
		Research Director's Meeting
		Retail Masters
		RJ Reynolds
		Roper Reports
		Sales
		Sales Information - Status Report
		Sales - Weekly
		Savannah
		Smitty's
		Smoker
		Sterling
		Stockholders
		Strategic Issues
		Supermarket Rapid Facts

2076935689

Carlstadt Carton Number:
00224858

<u>Code Number</u>	<u>Year</u>
10060	1992

<u>Record Title</u>
Supermarket Rapid Fact
Test Market
Top 200 Accounts
Top Direct Customer Report
Topline Report
Tracking Study
Trademarks
Travel
True
Ultima
Values
V-Wear
Virginia Slims
Wal-Mart
Winona
Winston
Y.A.M Young Adult Male
Year End Earnings

2076935690

Carlstadt Carton Number:
00204781

Code Number
I0060

Year
1992

Record Title

Marlboro Summer Sales Drive
5YP Financials
KKK Strategy
Project Hong Kong Research Reports
Promotional Concepts LBCo 6/30/92
Direct Marketing Business Plan
Original Budget (2)
- Second Revised
Draw Continuum - Merit Ultima

2076935691

Carlstadt Carton Number:
00204785

Code Number
P0450

Year
1992

Record Title
Presentations - Miscellaneous

2076935692

Carlstadt Carton Number:
00204786

Code Number
P0450

Year
1992

Record Title
Presentations - Miscellaneous

2076935693

Carlstadt Carton Number:
00204771

<u>Code Number</u>	<u>Year</u>	<u>Record Title</u>
I0060	1991	10's File
		Article
		Ad File
		Alpine
		American
		Attitude
		Basic
		Brand Plans
		Bristol
		Brown & Williamson
		Bucks
		Budget
		Bull Durham
		Camel
		Carlton
		Cartier
		Catalina
		Chelsea Research Group
		Client
		Commanders
		Competitive Report
		Consumer
		Consumer Promotions - Status Report

2076935694

Carlstadt Carton Number:
00204772

<u>Code Number</u>	<u>Year</u>
10060	1991

<u>Record Title</u>
Consumer Research
Consumption
Contracts
Convenience
Corporate Affairs
Date
Direct Marketing
Distribution and Trade Development - Status Report
Distributor Focus Group
Events Marketing - Status Report
Fast Facts
First Revised Assumptions
Forecast
Gillett Broadcast Services
Government File
Industry
Incidence
Industry Coupon Activity

2076935695

Carlstadt Carton Number:
00204773

<u>Code Number</u>	<u>Year</u>
I0060	1991

<u>Record Title</u>
Key Account - S.A. Inc.
Kraft
L.E.A.P.
Leo Burnet Binder
Local Market Tracking Service - Memo
Magazine
Magna
Mailgram
Management Report
Marketing Conference
Maxwell Consumer Report
Media
Merchandising
Merit
Miscellaneous
Monthly Marketing Information - Book

2076935696

Carlstadt Carton Number:
00204774

<u>Code Number</u>	<u>Year</u>	<u>Record Title</u>
I0060	1991	Marlboro Marlboro Medium

2076935697

Carlstadt Carton Number:
00204775

<u>Code Number</u>	<u>Year</u>	<u>Record Title</u>
I0060	1991	New Nielsen New Product Nielsen Next Steps - Binder Non-Filter Out-Of-Stock Packaging People Players Perceptual Mapping Study Price File Quarterly Promotion Plan

2076935698

Carlstadt Carton Number:
00204776

<u>Code Number</u>	<u>Year</u>
I0060	1991

<u>Record Title</u>
Region Highlights
Region 1
Region 2
RJ Reynolds
Requal
Research
Retail Analysis - Status Report
Returned Goods
Richland
Sales
Sales Forecast
Sales Operations
Sales Planning - Status Report
Shopping
State Tax
Status Report
Style

2076935699

Carlstadt Carton Number:
00204777

<u>Code Number</u>	<u>Year</u>	<u>Record Title</u>
I0060	1991	Summary - Monthly Shipments
		Supermarket Rapid Fact Report
		Top 200 Customer Report
		Tax Stamping
		Teradata
		Third Quarter File
		Trade Council
		Trademark
		Virginia Slims
		Ultima
		Unemployment File
		Weekly Co. Volume & Share
		Winona
		Winston
		Wrap
		Roper

2076935700

Carlstadt Carton Number:
00204780

<u>Code Number</u>	<u>Year</u>
I0060	1991

Record Title

Preliminary 1st Rev.
Preliminary 2nd Rev.
Preliminary 3rd Rev. (2)
Marlboro Megabrand Management Discuss
New Marlboro Medium
P/V Cig. Adv. - A Qualitative Assessment
Montly Business Performance Report
Market Check
Direct Marketing Plan
Parliament Marketing Plan
Units Pres. (2)

2076935701

Carlstadt Carton Number:
00224868

<u>Code Number</u>	<u>Year</u>	<u>Record Title</u>
I0060	1990	1990 File
		Ad File
		Alpine
		Ameican
		Audit
		Baby Boomers
		Bill
		Board of Directors
		Brand Performance Review
		Bristol
		Bucks
		Calendar
		California
		Camel
		Capri

2076935702

Carlstadt Carton Number:
00204869

<u>Code Number</u>	<u>Year</u>
I0060	1990

Record Title

Cartier
Catalina
Chelsea
Cigarette Price Study
Cipolone Case
CitiCorp
Coastal Mat Test
Competitive Report
Consumer Promotions - Status Report
Contracts
Dakota
Debiter
Doral
Executive Summary
Five Year Plan
Going Rates
Industr Commmentary
Industry & Co. Performance
Industry New Brand
I.S.
Investor Relations
Joint Research
Kroger
Leo Burnett Binder
Marketing Information & Analysis Report

2076935703

Carlstadt Carton Number:
00224870

<u>Code Number</u>	<u>Year</u>
I0060	1990

<u>Record Title</u>
Marlboro
Marlboro Ultra Lights
Masters

2076935704

Carlstadt Carton Number:
00224871

<u>Code Number</u>	<u>Year</u>
10060	1990

<u>Record Title</u>
Marlboro Ultra Lights - MISI Binder
Misty
Monthly Marketing Information Analysis
MSA
Maxwell Reports
NATD - National Association Tobacco Distributors
New Product
Nielsen

2076935705

Carlstadt Carton Number:
00224872

<u>Code Number</u>	<u>Year</u>
I0060	1990

Record Title
Outside Research
Old Gold
Parliament Marketing Plan
Plan R
Players
POL
Price
Print Testing
P.P.P.

2076935706

Carlstadt Carton Number:
00224873

<u>Code Number</u>	<u>Year</u>
P0405	1990

Record Title

Sr. Management Team Meeting - Presentation
L.D.P. Presentation
Marlboro - MI&A Presentation
Marlboro Presentations - Slides
Rapid Fact
Research
Retail Trade
1st Revised
RGA
RJ Reynolds
Roper

2076935707

Carlstadt Carton Number:
00224874

<u>Code Number</u>	<u>Year</u>
I0060	1990

Record Title

Sales
Sample 6/18
Schnucks
Smoking
Smokess
Sears
S.P.A.C.E.
Star Wars
State Tax
Summary
Super Slims
Survey
Test Markets
Trade Class
Ultima
Volume
Winston

2076935708

Carlstadt Carton Number:
00224875

<u>Code Number</u>	<u>Year</u>
I0060	1989

Record Title
1989 file
Accommodation Porgram
Agency Quarterly Bill
Alpine
American
Analyst
Benson & Hedges
Blind Taste
British Airways
Budget Proposed
Calendar
California
Chelsea
Consumer Research

2076935709

Carlstadt Carton Number:
00224876

<u>Code Number</u>	<u>Year</u>
I0060	1989

<u>Record Title</u>
Direct Marketing Plan
Fiesta
Demographics
Mailgram
Malibu
Marketing Research
Marlboro Ultra Lights
Military - Monthly Overseas
Monetary
Monthly Marketing Information & Analysis
Non-Smokers Views - Binder
Plan A
Price
P.P.P.
Purchasing Status Report
Regional File
Research
Restructuring
State Tax
Superlights
Synergy
Tobacco Institute Testing
Ultra Slim
Virginia Slims

2076935710

Carlstadt Carton Number:
00224877

<u>Code Number</u>	<u>Year</u>
10060	1988

Record Title

Ad Monitoring Study
Ad/Pavck - Recontact Analysis - Binder
Brand Switching Study
Budget - MRD
Canter, Achenbaum Assoc.
Cigarette Variety Study
Critical Consumer Research
Elan
Favor
KKR - Kohlberg, Gravis, Roberts & Co.
KKR Strategy
Maxwell Reports

2076935711

Carlstadt Carton Number:
00224878

Code Number
I0060

Year
1988

Record Title

Miscellaneous
M.I.S.I. - Binder
Product Testing Review
Scanning Implications
Smoking & Health Cases
Smoker Fact Books - Binders
Smoker - Binders
Social Attitudes Towards Smoking
Factors Influencing Today's Smokers
How Today's Smoker Feel About Smoking Issues
Thin Cigarettes
Asset Management - Binder

2076935712

Carlstadt Carton Number:
00224879

<u>Code Number</u>	<u>Year</u>	<u>Record Title</u>
I0060	1987	Ads Bamundo Qualitative Research Brand In-Depth Research Capri Core-Mark F.E.T. Merit MSA Cigarette Research Audit Nielsen Marking Research Smoking Status

2076935713

Carlstadt Carton Number:
00224880

<u>Code Number</u>	<u>Year</u>	<u>Record Title</u>
10060	1986	Ad Monitor Study Leo Burnett Brand Switching Study International Cigarette Fact Book Marlboro Situation Study TMA - Tobacco Trade
	1984	International Pricing Studies
	1983	Methodological Studies
	1982	Miscellaneous Research Merit Exhibits
	1981	Non-Standard Product Tests

2076935714

Carlstadt Carton Number:
00223092

<u>Code Number</u>	<u>Year</u>	<u>Record Title</u>
S0730	1/95	Nielsen (LaTeisha Larkins Files)
	2/95	Nielsen
	3/95	Nielsen
	4/95	Nielsen
	5/95	Nielsen
	6/95	Nielsen
	7/95	Nielsen
	8/95	Nielsen

2076935715

Carlstadt Carton Number:
00223093

<u>Code Number</u>	<u>Year</u>	<u>Record Title</u>
S0730	1/94	Nielsen (LaTeisha Larkins Files)
	2/94	Nielsen
	3/94	Nielsen
	4/94	Nielsen
	5/94	Nielsen
	6/94	Nielsen
	7/94	Nielsen
	8/94	Nielsen
	9/94	Nielsen
	10/94	Nielsen
	11/94	Nielsen

2076935716

Carlstadt Carton Number:
00223095

<u>Code Number</u>	<u>Year</u>	<u>Record Title</u>
S0730	1/93	Nielsen (LaTeisha Larkins Files)
	2/93	Nielsen
	3/93	Nielsen
	4/93	Nielsen
	5/93	Nielsen
	6/93	Nielsen
	7/93	Nielsen
	8/93	Nielsen
	9/93	Nielsen
	10/93	Nielsen
	11/93	Nielsen

2076935717

Carlstadt Carton Number:
00223096

<u>Code Number</u>	<u>Year</u>	<u>Record Title</u>
I0060	1989	Trade Programs (LaTeisha Larkins Files)
I0060	1990	Trade Programs
I0060	9/90	Key Accounts
I0060	1991	Trade Programs
I0060		Nielsen
I0060		Nielsen
I0060		Nielsen
I0060		Nielsen
I0060		Nielsen
I0060		Nielsen

2076935718

Carlstadt Carton Number:
00223097

<u>Code Number</u>	<u>Year</u>	<u>Record Title</u>
S0730	2/92	Nielsen (LaTeisha Larkins Files)
	4/92	Nielsen
	5/92	Nielsen
	6/92	Nielsen
	7/92	Nielsen
	8/92	Nielsen
	9/92	Nielsen
	10/92	Nielsen
	11/92	Nielsen
	11/93	Nielsen

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